

Mede/Analytics®

# Improve Outcomes and Profits with Even Smarter Physician Engagement

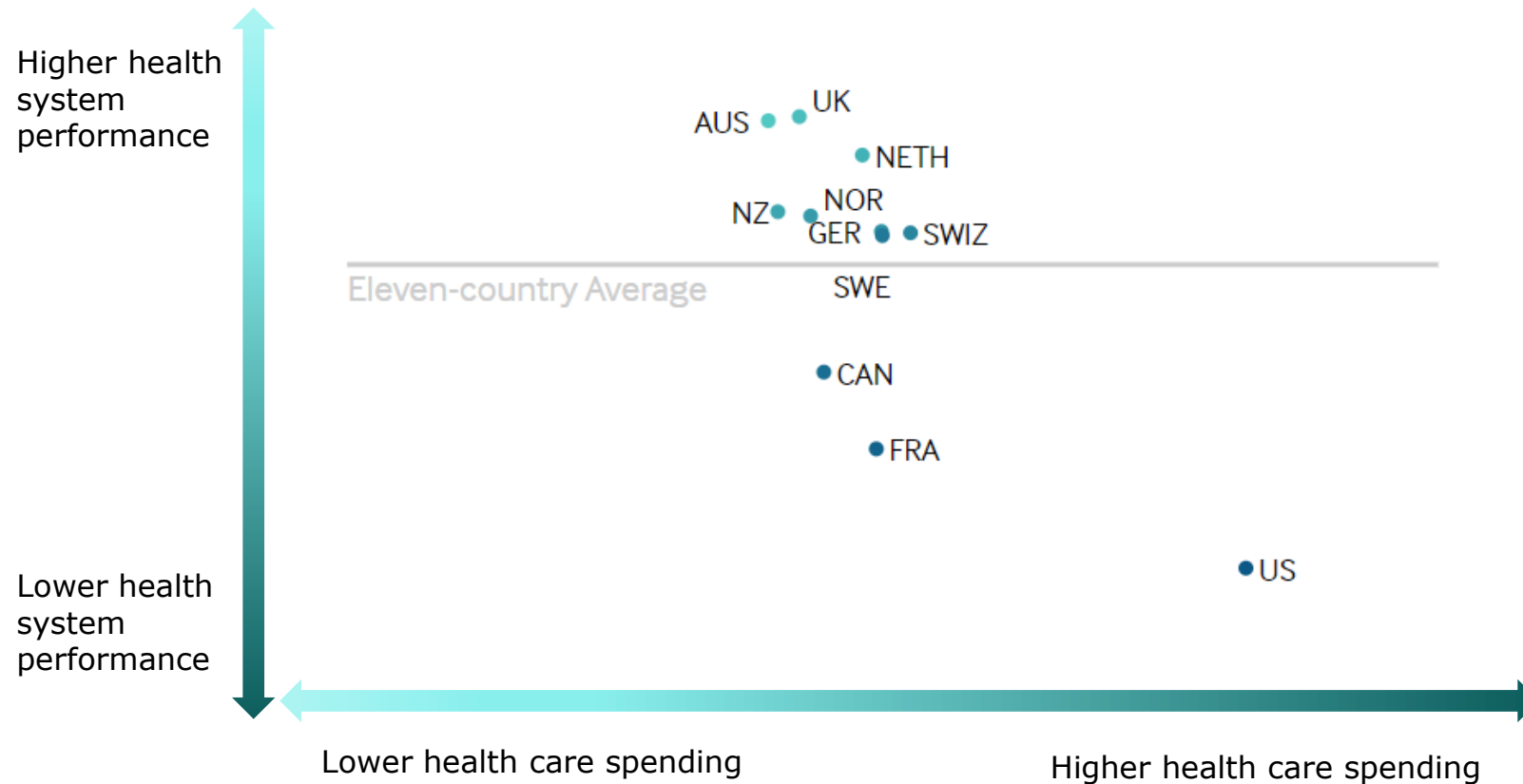
Tom Schaal, Senior Director, Product Management, MedeAnalytics

October 10, 2019



# High cost of U.S. health care

## Health Care System Performance Compared to Spending



Note: Health care spending as a percent of GDP.

SOURCE: Spending data are from OECD for the year 2014, and exclude spending on capital formation of health care providers;

<https://interactives.commonwealthfund.org/2017/july/mirror-mirror/>

# What's driving the spend?

## Cost centers



Drugs



Labor

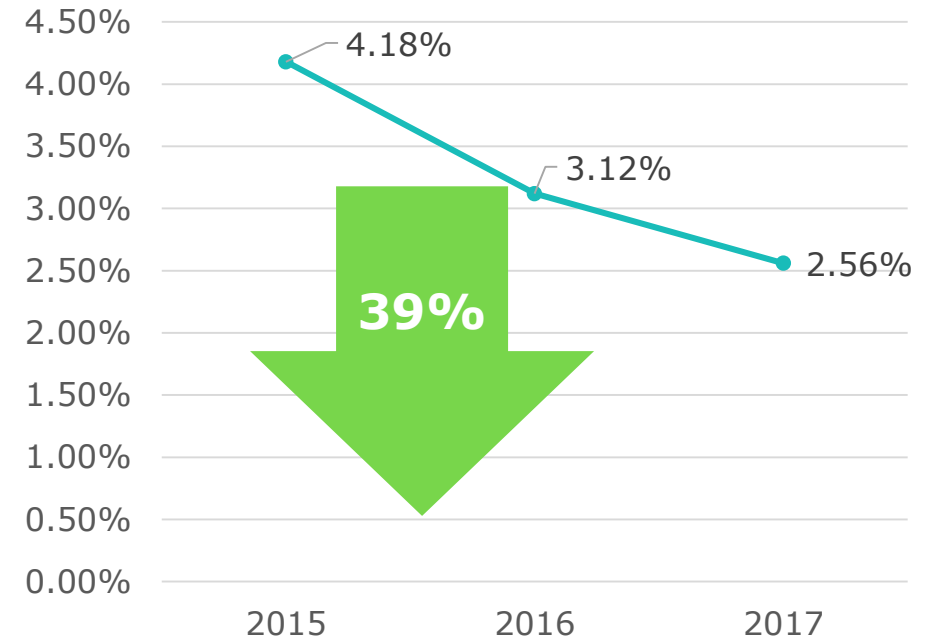


Hospital Admin



Medical Services

## For-Profit Average Hospital Margins



SOURCE: [http://images.e-navigant.com/Web/NavigantConsultingInc/%7B7900bba7-87bd-4a9b-9cec-54cf0b6ea9d4%7D\\_HC\\_HealthSystemFinancialAnalysis\\_TL\\_0818\\_REV08.pdf](http://images.e-navigant.com/Web/NavigantConsultingInc/%7B7900bba7-87bd-4a9b-9cec-54cf0b6ea9d4%7D_HC_HealthSystemFinancialAnalysis_TL_0818_REV08.pdf)

# The physician's role in spend

“89% of physicians believe the overall cost of health care in this country is too high. Now we need to give doctors a chance at engaging in the conversation by developing tools to make cost transparent to them.”

**- Harvard Business Review, 2018**

SOURCE: <https://hbr.org/2018/05/to-enlist-physicians-in-reducing-costs-show-them-the-costs>

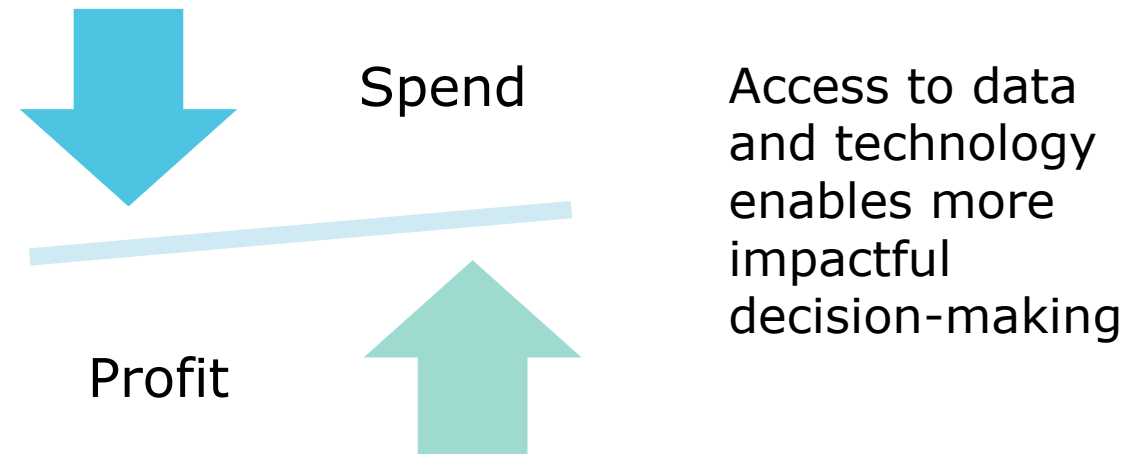
# The key role of the physician

## #1 Quality of care and patient outcomes



### Important considerations

- Cost efficiency: supplies, services
- Complete and consistent documentation and coding



# Optimizing outcomes and costs


## Knowing cost implications gets the conversation going and inspires action



Culture of accountability



Data-driven conversations



Best-practice clinical documentation



Cost transparency



Optimal patient health and outcomes

# 3 Ways to help physicians engage with data

**1**

Build trust

**2**

Develop familiarity

**3**

Drive change

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*"It's especially important to involve physicians in payment reform, as they're the ones seeing the patients." "Otherwise, they feel like it's getting done to them and they resist more."*

**- Modern Healthcare, 2018**

SOURCE:

<https://www.modernhealthcare.com/article/20180714/NEWS/180719978/docs-don-t-drain-hospital-finances-systems-say>

# 3 Ways to help physicians engage with data



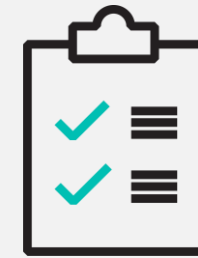
## Build trust

- Discuss data sources and how accuracy is ensured
- Physician trust in the data is key



## Develop familiarity

- Ensure data is presented in easy to decipher formats/visuals, e.g. scorecard
- Use language that is familiar to the physician



## Drive change

- Make data actionable with clear objectives and best practices
- Keep the physician's goal of quality of care at the forefront

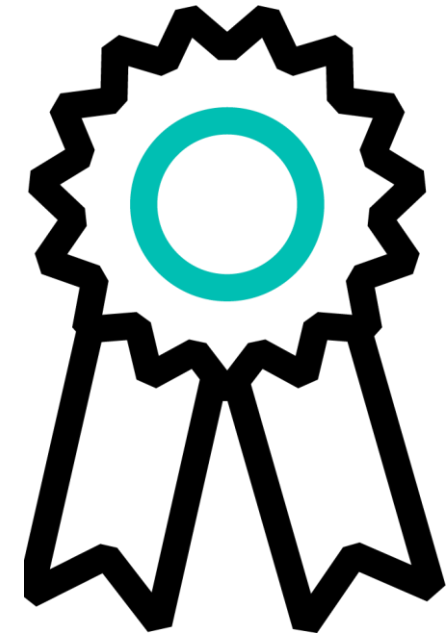


# Fostering dialogue with physicians

## Best practices

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- **Establish** an organizational culture of data-driven transparency
- **Reinforce** that reducing spend does not require sacrificing quality
- **Reveal** the cost implications of different treatment choices
- **Encourage** best-practice clinical documentation through comparative benchmarks
- **Partner** with physicians to make meaningful change



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**booth #1318**

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Q&A